

## Message Text

UNCLASSIFIED

PAGE 01 BRUSSE 01313 101841Z  
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 USIA-15 /036 W  
-----110202Z 128014 /64

R 101658Z FEB 77  
FM AMEMBASSY BRUSSELS  
TO SECSTATE WASHDC 9044  
INFO AMEMBASSY THE HAGUE  
AMCONGEN AMSTERDAM

UNCLAS BRUSSELS 01313

E.O. 11652:N/A  
TAGS: BEXP, BE  
SUBJECT: UNITED STATES HOUSEWARES UNIVERSAL SHOWCASE

REF: STATE 027394

1. POST SUGGESTS THAT THE HARDWARE AND HOUSEWARES SHOW, TO BE HELD IN BRUSSELS AT THE CENTRE ROGIER FROM OCTOBER 2 TO 5, 1977, WOULD BE EXCELLENT VEHICLE FOR USHUS SHOW. THE HARDWARE/HOUSEWARES SHOW IS THE MOST IMPORTANT SHOW IN BELGIUM COVERING THE HOUSEWARES FIELD AND IS OPEN TO THE TRADE ONLY. EMBASSY WOULD BE PLEASED TO RECEIVE EITHER ITS OWN USHUS PACKAGE OR TO UNDERTAKE FOLLOW-ON SHOW USING AMSTERDAM EXHIBIT MATERIAL AFTER ITS SHOW COMPLETED SEPTEMBER 19-21. IN LATTER CASE, WE WOULD HAVE TEN DAYS TO TRANSPORT AND SET UP MATERIAL COMING FROM AMSTERDAM WHICH SHOULD BE MORE THAN ADEQUATE TIME

2. WE STIMATE THAT DOLS 3,000 WOULD JUST ABOUT COVER ALL EXPENSES FOR RENTAL OF STAND, PUBLICITY, HOSPITALITY, ETC. OUR COST ESTIMATE IS BASED ON RENTING A BOOTH NO LARGER THAN 40 SQUARE METERS (APPROXIMATELY 430 SQUARE FEET). IN MAKING THIS ESTIMATE WE ASSUME MERO OR OTHER  
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SUITABLE EXHIBIT SYSTEM FOR DISPLAY OF PRODUCT SAMPLES AND CATALOGS WOULD BE PROVIDED, AS WELL AS REMAINING ITEMS 1 THROUGH 11 IN REFTEL. THE ESTIMATE ALSO DOES NOT INCLUDE SHIPPING EXPENSES TO AND FROM BRUSSELS OR COSTS CONNECTED WITH COMMERCE PROGRAM COORDINATOR'S ADVANCE VISIT. WE UNDERSTAND THAT CONGEN AMSTERDAM MIGHT BE ABLE TO HELP US IN DELIVERY OF MATERIAL AND

THAT COORDINATOR'S TRAVEL AND PER DIEM COMES FROM  
SEPARATE FUNDS.

3.ACTION REQUESTED: PLEASE SEND US ALSO THE VTR OF  
PROTOTYPE PRESENTATION AND SET OF SLIDES WITH AUDIO  
CASSETTE THAT YOU ARE SENDING ACTION POSTS OF REFTEL.  
RENNER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Copy:** SINGLE  
**Sent Date:** 10-Feb-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Message ID:** 955d74c8-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Reference:** 77 STATE 27394  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
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**Review Date:** 28-Oct-2004 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3357814  
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**Status:** NATIVE  
**Subject:** UNITED STATES HOUSEWARES UNIVERSAL SHOWCASE  
**TAGS:** BEXP, BE  
**To:** STATE  
**Type:** TE  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
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